

Creating an Effective

Ivana Career

Current Address
228 Residence Hall, University of State
College Town, NH 03001
(603) 777-9966
ivana_career@university.edu

Objective
To obtain a position in public relations using my communications and promotional skills.

University of State
Bachelor of Arts, English, expected May 2002
Minor: Business
GPA: 3.5/4.0, English Honors Society

Related Courses
Public Relations
Marketing
Consumer Behavior

Program Coordinator, 1999 to present
Campus Activities Council, University of State
Initiated and organized the Campus Run for Charity
Promoted event with flyers, newspaper ads, and radio announcements
Over 1,000 students participated

Campus Tour Guide, 1998 - 1999
Office of Recruiting, University of State
Led weekly tours for prospective students and parents
Answered questions and addressed concerns
Wrote information sheet explaining campus housing policy
Selected to train new guides

Administrative Assistant, summers of 1997 and 1998
Better Business Company, Hometown
Drafted correspondence
Used Microsoft Word and Excel to type and edit reports
Complimented for accuracy and attention to detail

References available on request

Permanent Address
43 Elm Street
Mytown, NH 03000
(603) 555-7788
icareer@webserver.com

The Advertising World
Writing for Mass Media
Writing for Business

Combination Resume

Your resume is an important marketing tool—an advertisement of your qualifications and abilities. Its purpose is not to get you a job, but to get you an interview for a job. It should entice prospective employers to want to meet you by highlighting what you can do for them with your experience, education, and skills.

Because employers may receive hundreds, even thousands, of resumes a week, it is important that yours be visually appealing and brief but informative. Keep it as short as possible—one page is best; never more than two. One page of well-organized, relevant information will say more about you than several pages of unnecessary details.

Typical resumes get 20–30 seconds of attention the first time through, so make it easy for the readers to find what they are looking for.

Layout and format are important:

- Indent and use bullets to break up paragraphs.
- Use white space to make the page visually appealing.
- Use bold type to bring attention

to important information, but don't overuse it.

- Use one easy-to-read font.

As you write your resume, look at it from the employer's perspective:

- Keep the information relevant to the job you seek.
- Use clear, concise language and proper spelling and punctuation.
- Use present tense for current jobs; past tense for past jobs.
- Emphasize achievements and skills.
- Avoid pronouns (such as "I was the person who...").
- Use action verbs (such as "Wrote and edited the weekly newsletter").
- Be 100% honest and accurate.
- Never exaggerate or misrepresent yourself.
- Ask others to review a draft copy and give you suggestions.
- Update resume and tailor to the position you are currently seeking.

Formats

There are three main formats for a resume—*chronological*, *functional*, and *combination*. Each is defined by the

way it organizes your experience. Choose the one that shows your experience to its best advantage.

Chronological

This resume type is the most common. It organizes your experience around the jobs you have held. This format is excellent for people with steady work histories or previous jobs that relate closely to their career objective. It is not the best format for career changers, people with inconsistent work histories, or new entrants to the work force. To create a chronological resume, list each position you have held, starting with the most recent and working backward.

- Give the job title, name of the company, and number of years you worked there.
- Relate the duties and accomplishments of each job using action statements, not sentences.
- Be specific, but not too detailed.
- Three to five statements per job is usually sufficient.
- Describe jobs relevant to the position you are applying for more thoroughly than others.

Functional

Functional resumes organize your experience around skills rather than job titles. To create a functional resume:

- Identify three or four primary skills required for your target job.
- For each skill identify three to five concrete examples to demonstrate that ability.
- Use action phrases, not complete sentences.
- Arrange skill headings in order of importance, or to match a job's requirements.
- End with a brief work history listing job titles, company names and years employed.

Combination

This format combines the best of the chronological format with the best of the functional format. With many variations, a common one is to begin with a chronological format, but then subdivide each job description into skill categories. Another variation uses the functional format, but lists where you were employed after each example of a skill.

Source: Nebraska Careers and Education 2002, Nebraska DOL

Cover Letter

Résumé

99 A Street
Mytown, NH 03000

May 10, 2001

Mr. Neville Hiresalot, Personnel Director
Bigbucks National Bank
1234 Money Street
Mytown, NH 03000

Dear Mr. Hiresalot:

I am interested in applying for the full-time, temporary position of teller at your Main Street Branch, as advertised in the May 9 *Daily News*.

Currently, I am a senior at East City High School and have concentrated my studies in the area of business and accounting. While maintaining a 3.8 GPA, I have worked part-time at Crown Gifts for two years. Providing quality customer service and handling cash transactions has given me experience well-matched to your teller position.

It is my understanding that this teller position will cover for employees taking summer vacations; so it may be helpful to you to know that I will be available to work flexible hours, as needed, from June 4 through August 31. Experience gained with a financial institution of your excellent reputation will provide me with a valuable foundation as I begin in September to pursue a degree in finance at County College.

Enclosed is a copy of my resume for your review. I will be happy to come in for an interview at your convenience, and will contact you early next week to schedule a time. Thank you for your consideration.

Sincerely,

Anita Newjob
Anita Newjob

Job seekers sending out resumes may want to start a vacation fund instead of buying stamps. An *OfficeTeam* survey reported that nearly half (48 percent) of executives say their firm's preferred way to receive resumes is via e-mail--a huge turnaround from two years ago, when only four percent favored this method.

Content and Appearance

Do's and Don'ts

The following suggestions apply to any type of résumé.

CONTENT

DO:



- ⊗ Be positive
- ⊗ Identify your relevant accomplishments; they should be quantitatively stated where appropriate and describe how they benefited the employer
- ⊗ Have friends who know your professional accomplishments comment on your résumé and suggest items you may have forgotten or perhaps dismissed as unimportant
- ⊗ Be specific; choose words carefully, make every word count, and eliminate unnecessary words
- ⊗ Use concise sentences
- ⊗ Use bullet entries for a clean, easy-to-read look
- ⊗ Use action verbs



DON'T

- ⊗ Don't devote space to items not directly related to the job you are seeking, such as hobbies, personal data (height, weight, and marital status), or descriptions of jobs from your previous career
- ⊗ Don't use more than a few lines to describe your accomplishments; a one- or two-page résumé is best
- ⊗ Don't explain employment gaps
- ⊗ Don't include references; a separate list of references should be prepared ahead of time and should be available for distribution to employers on request, especially at the interview (individuals and firms listed as a reference should be informed that a contact may be made on your behalf)
- ⊗ Don't include salary requirements

APPEARANCE

DO:



- ⊗ Type your résumé or have it professionally printed (if you use a computer printer, make sure the print is letter quality); use 8 1/2" x 11" quality paper
- ⊗ Use wide margins; single space within sections, double space between sections
- ⊗ Center or left-justify and capitalize all headings
- ⊗ Make sure your résumé is neat, readable, symmetrical, and visually balanced
- ⊗ Proofread your résumé carefully and then have someone else proofread it (be sure your spelling, grammar, and punctuation are flawless)



DON'T

- ⊗ Use abbreviations, except for state names (e.g. NH, MA, NY)

Source: Connecticut Department of Labor, LMI for Students

Functional Resume

Andrew A. Ambitious
22 Fast Track Road
Hometown, NH 03002

(603) 555-2100
aaambitious@service.com

PROFILE

Recent MBA graduate with customer relations, sales, and administrative support experience in financial services and retail industries. Background includes working directly with the public, sales related to customer needs, staff supervision, quality assurance, budgeting, and cost controls. Ability to identify, analyze, and solve problems. Excellent interpersonal, oral, and written communications skills. Computer experience includes Microsoft Office Word, Excel, and Access.

SELECTED SKILLS AND EXPERIENCE

Customer Service

Marketed company services to prospective clients resulting in opening new accounts and sales of products and services related to customer needs. Assured customer satisfaction through maintaining highest standards of products and services. Recognized by management for excellent results.

Management

Interviewed, hired, scheduled, supervised, and evaluated staff of up to fourteen people. Strengthened employee morale resulting in 75% reduction in turnover. Controlled labor costs; maintained inventory based on peak and non-peak hours. Managed cash flow and deposits on daily basis.

Administration

Provided full administrative support to company President and seven senior sales representatives. Assisted sales representatives at trade shows, providing potential clients with information on products and services. Negotiated rates and terms for services, arranged approvals, and invoiced clients. Calculated and processed client orders; compiled and prepared daily reports for management. Updated customer accounts payable.

PROFESSIONAL EXPERIENCE

Customer Service Representative, First National Bank, Bigcity NH
Promoted from Part-time Teller in three months

1998-present

Financial Services Representative, General Finance Co., Mytown NH
Temporary position during college summer break

Summer 1998

Assistant Manager, Happy Guys Pizza Restaurants, Mytown NH
Part-time and summer employment

1996-1998

EDUCATION

MBA—University of State, Bigcity NH, 2000
BA—Mytown College, Mytown NH, 1998, Business Degree, Dean's List

TAYLOR MADE

333 Computer Road
Smalltown, NH 03004
603-555-3215
taylor_made@myprovider.net

KEYWORD SUMMARY

BS Computer Science, 2000, C++, Visual Basic, Assembly, FORTRAN, HTML, CAD, Oracle, MS Office, IBM 630/670, Windows NT, UNIX, Programmer

EDUCATION

Bachelor of Science, Computer Science, 2000
Cybertechn College, Techtown, NH
Minor: Mathematics
GPA: 3.8/4.0

Related Courses: Database Design, Compiler Design, Systems Architecture, Operating Systems, Data Structures, Systems Analysis

COMPUTER SKILLS

Languages: C/C++, Visual Basic, Assembly, FORTRAN, HTML
Software: CAD, Oracle, MS Office
Systems: IBM 630/670, Windows NT, UNIX

EXPERIENCE

Support Desk, Big Technical College, 1998-2000

- * Maintained computer systems in computer lab
- * Installed applications and performed troubleshooting
- * Instructed students on applications and systems

Programmer (Intern), General Technical Company, 1998-1999

- * Wrote instructional programs
- * Corrected errors in pre-written programs using C++
- * Altered existing programs to fit user needs

Data Entry Clerk, ABC Sales, Summer 1997

- * Updated inventory and sales data

COMMUNICATIONS SKILLS

Received A grades in technical writing classes

WILLING TO RELOCATE

Scannable Resume